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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number: 10/823,508 Filing Date: April 12, 2004 First Named Inventor: Leslie YEH Group Art Unit: 2169 Examiner Name: Greta Lee Robinson Attorney Docket No.: Google-56CIP1 (GP-145-01-US)	
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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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Examiner Initials*	Cite No. ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
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Examiner Signature	/Greta Robinson/	Date Considered	09/18/2009
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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /GR/

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OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
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	BM	NetGravity AdServer User Assistance Guide (1998)	
	BN	NetGravity AdServer 3.5 Announcement (1998)	
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	BP	Chen et al., A Survey of Context-Aware Mobile Computing Research, Dartmouth Computer Science Technical Report TR2000-381.	
	BQ	Translation of Japanese Patent Application Publication No. 2000-020433 with drawings, 1-21-2000 (21 pgs.)	
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	BT	BRUNER, Rick E., "Sites Help Marketers Think Global, Advertise Local. 'Geo-coding,' Other Tools Make Ads More Relevant," <u>Advertising Age, pg. 30 (March 24, 2007)</u>	
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		First Named Inventor:	Leslie YEH
		Group Art Unit:	2169
		Examiner Name:	Greta Lee Robinson
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		Attorney Docket No.:	Google-56CIP1 (GP-145-01-US)

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	BY	Office Action to U.S. Patent Application No. 10/654,265, mailed May 9, 2006, Paper No. 20060503 (10 pgs.)	
	BZ	Office Action to U.S. Patent Application No. 10/654,265, mailed January 4, 2007, Paper No. 20061227 (11 pgs.)	
	CA	Office Action to U.S. Patent Application No. 10/654,265, mailed August 24, 2007, Paper No. 20070816 (9 pgs.)	
	CB	Office Action to U.S. Patent Application No. 10/654,265, mailed May 12, 2008, Paper No. 20080430 (21 pgs.)	
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	CD	Notice of Preliminary Rejection for Korean Patent Application No. 10-2008-7024188, mailed November 27, 2008 (5 pgs.) with translation (6 pgs.)	
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